

PERSONAS

ROBERT

AGE: 35

GENDER: M

EDUCATION: College

WORK: Full-time

LOCATION: Miami, FL

INCOME: >\$56,000/y

PERSONALITY

Introvert Extrovert

Analytical Creative

Loyal Fickle

Passive Active

Ambitious

Family Man

Focused

BIO

Robert is a 35-year-old married man who enjoys spending time with his family and socializing with other parents. He enjoys cooking and hosting BBQs, taking his kid to the park, watching basketball, and browsing for dream vacation deals.

Robert loves his office job, but is stressed about money and an irritating new supervisor. To keep his mind off the stress, he spends his limited spare time outdoors and trying out different hobbies. He tries to eat well and is finding ways to keep it low cost, but still taste good. He and his wife want to keep the family healthy and fit. He wishes he knew other dads who share this particular interest while still loving basketball as much as he does -- no couch potatoes.



MOTIVATIONS

Career Goals

Eco-Friendly

Health

Saving Money

Volunteer Work

Social

GOALS

Making time for a personal hobby
Socialize with people in same hobby
Be healthier and get in shape
Keep his wife and child happy

FRUSTRATIONS

Irritating Boss
Stress about money
Worried about providing a healthy lifestyle for family